

Content

Content Design Shaping Content that connects This guide is the voice of our Intuitive and Inclusive pillars. In the Play+ ecosystem, content is not just the words we use; it is the conversation we have with our users. Our language must be as fluid, clear, and adaptive as our layouts. We design content to be an invisible guide—clear, concise, and human. It reduces friction, builds confidence, and ensures every user feels understood and empowered. This document provides the foundational principles for writing content that connects. Our Voice & Tone ■ Voice - Our Unchanging Personality ■ The Play+ voice is Clear, Confident, and Helpful. We are knowledgeable partners, not passive tools. We communicate with directness and respect for the user's time and intelligence. Clear Direct communication that respects intelligence Confident Knowledgeable partners, not passive tools Helpful Respectful of time and user context Tone - Our Situational Emotion ■ Our tone adapts to the user's context. Onboarding Encouraging and supportive Instructional Direct and concise Success Messages Celebratory and delightful Error Messages Empathetic, clear, and focused on the solution Pillar-Based Content Guidelines ■ This is how our pillars translate into specific content strategies. For each pillar, we provide clear "Do's and Don'ts" with practical examples. Distinct Content Content that reflects the confident and helpful personality of the Play+ brand without sacrificing clarity. Guideline Example Inject personality into success messages. Turn a standard confirmation into a moment of delight. Playful: "Nice work! You just crushed that form." Empowering: "Done and dusted. On to the next big thing." Make empty states memorable. Use brand voice and illustrations to turn a blank screen into a helpful, on-brand moment. Example: "So clean, it's sparkling ■. Nothing here yet—why not start something awesome?" Use brand voice in instructional text. Make routine actions feel more human and engaging. Example: "Give it a name—make it memorable." (For naming a file). Example: "You're just one step away from awesome." Maintain brand voice even in errors. Use tone to build trust and keep the experience human, even when something goes wrong. Example: "Oops! Our hamsters tripped on a wire. We're fixing it now. Please try again in a moment."

Structural & Localization Guidelines ■ Content Structure ■ Hierarchy Start with the most important message. Use headings and subheadings logically. Scanability Use bullet points and numbered lists. Keep paragraphs short (1-3 sentences). Progressive Disclosure Show what's needed first. Reveal complexity only when relevant (e.g., inside an accordion or modal). Localization Framework ■ Translation Avoid concatenating strings (e.g., You have + num_messages + new messages). Use full sentences with placeholders. Cultural Adaptation Avoid humor, slang, and cultural references. Be mindful of how date/time formats, currencies, and units are displayed. Text Expansion Design layouts that can accommodate 30-50% text expansion for other languages. Avoid fixed-width containers for critical text.